

Where Future America Listens and Learns to Buy

AN INTRODUCTION TO THE IVY NETWORK

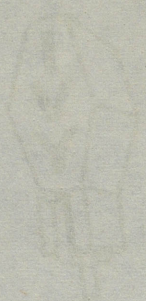
The Ivy Network is a chain of college radio stations at eastern universities which covers the heart of the Eastern Metropolitan Area, ranging from Philadelphia (University of Pennsylvania), through the heart of New Jersey (Princeton University), into central New York (Cornell University), up to New Haven (Yale University), on into Boston and Cambridge (Harvard University), and eventually into the heart of New Hampshire (Dartmouth College).

These college radio stations serve well above 40,000 students through the unique means of carrier-current transmission. This system allows for the highly desirable method of operation of the radio station for a specific audience, which can be served exactly what programs it values most. With an efficient non-profit organization at each of the network stations, it has been possible to serve a faithful and appreciative audience.

As a result of four years of diligent work by members of these six radio stations, the Ivy Network is now a potent force in the radio advertising field. The radio stations at the six colleges have audiences which prefer these stations over commercial stations in a ratio of from 2:1 to 4:1.

The audience which Ivy serves is in itself a unique audience in regard to advertising potential. Sponsors interested in immediate results have been overwhelmingly pleased with results obtained through the Ivy medium. This audience is particularly potent for a long range plan of educational and institutional advertising as well. Statistics have shown us that, on a proportional basis, men graduating from these schools find their way to important positions of responsibility in every aspect of the American scene.

More especially, in these days of strife on the international as well as the domestic scene, it is necessary to keep the network audiences abreast of the importance of the American capitalistic system and its importance in maintaining the American way of life. Since the Ivy network audiences would prefer to listen to their own radio stations, (as shown in our recent poll results) it is necessary then that these corporations, advertisers, and organizations reach this audience through the Ivy Network.



THE UNIVERSITY OF CHICAGO

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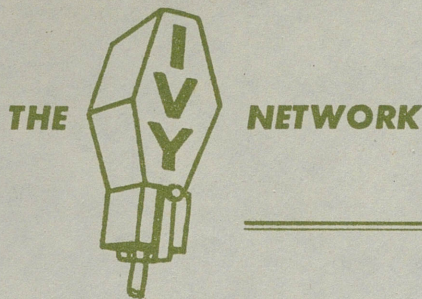
The first of the two volumes is a history of the University of Chicago from its founding in 1890 to the present. It is a comprehensive and detailed account of the institution's growth and development, covering its academic, administrative, and financial history. The second volume is a history of the University's research and scholarship, focusing on the work of its faculty and the impact of their discoveries on the world.

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We at Ivy know by virtue of the type of schools represented that there are many problems confronting the college man because he is being trained to assume responsibilities in the major fields of endeavor which make the United States what it is. We like to feel that we shall have an important job in the future in that we will be shaping policy on a local, national, and international scope. Most important, we in these schools, together with members of other colleges in the country, will become the nucleus which will be the future America and the future American business man. College has the unique function of "making a man" from that transitory period called "adolescence". To help make the true American man, the Ivy Network expends every effort to reinforce the budding youth with enlightening information disseminated through entertaining programs.

It is our desire to have our program schedules so arranged as to have an equal percentage of institutional advertising together with commercial advertising covering our full broadcast day. This policy will enable us to become highly selective as regards sponsored items with a view toward keener appreciation toward these items and the equivalent effectiveness of same as regards results of sponsored messages.

The corporations of the country which in themselves and as such comprise the American system of free enterprise have much to gain by training this highly desirable audience. We at Ivy feel that it is as much our duty to get their (corporations') cooperation as it is their duty to enlighten this audience.

Business Manager
The Ivy Network

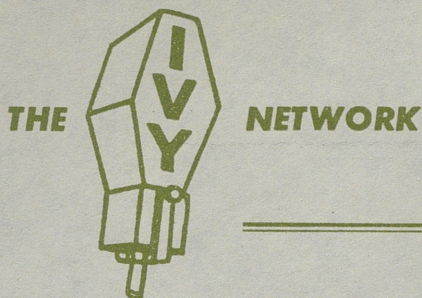


What is the most important thing you have learned today?

The first thing I learned today was that I am not alone. There are many people out there who are struggling with the same things I am. It is comforting to know that I am not the only one. I also learned that I am capable of more than I think I am. I was able to complete my assignment today, which was a relief. I also learned that I am not perfect, and that is okay. I am a work in progress, and I am learning every day. I also learned that I am not alone. There are many people out there who are struggling with the same things I am. It is comforting to know that I am not the only one. I also learned that I am capable of more than I think I am. I was able to complete my assignment today, which was a relief. I also learned that I am not perfect, and that is okay. I am a work in progress, and I am learning every day.

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The Potential Audience of the Ivy Network

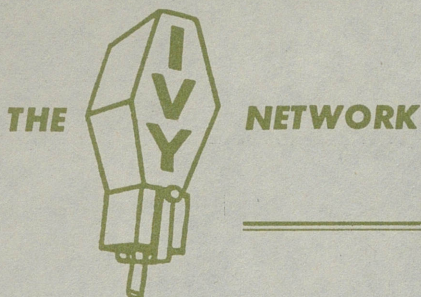
Dartmouth - WDBS (Hanover, N.H.)	Male undergraduates	-- 2795	
	Townspeople (Hanover, N.H.)	-- <u>3667</u>	6462
Harvard - WHRB (Cambridge, Mass.)	Male undergraduates	-- 3855	
	Male Graduate students	-- <u>1981</u>	5836
Princeton - WPRU (Princeton, N.J.)	Male undergraduates	-- 2975	
	Male graduate students	-- <u>670</u>	3645
Cornell - WVBR (Ithaca, N.Y.)	Male undergraduates	-- 5400	
	Female undergraduates	-- 1400	
	Male graduate students	-- 300	
	Female graduate students	-- 50	
	Townspeople (Ithaca, N.Y.)	-- <u>3500</u>	10650
Pennsylvania - WXPB (Philadelphia, Pa.)	Male undergraduates	-- 3500	
	Female undergraduates	-- <u>260</u>	3760
Yale - WYBC (New Haven, Conn.)	Male undergraduates	-- 4243	
	Male graduate students	-- <u>2815</u>	7058

Total Ivy Network potential audience *37,411

Breakdown of Listeners

Male	--	28,534	
Female	--	1,710	
Town	--	<u>7,167</u>	*37,411 - Total

*Note: More units wired in during 1951 brings total potential audience to above 40,000 listeners.



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RECOMMENDATIONS FOR FULL BROADCAST YEAR OVER THE IVY NETWORK

<u>GROUPS</u>	<u>TOTAL COSTS</u>
Group "M" - 15 minute musical show 6 times per week per station. Total times per station 168 @ \$10.00	\$ 10,080.00
Group "M" - 30 minute musical show 6 times per week per station. Total times per station 168 @ \$14.00	14,112.00
Group "M" - 1 hour musical show 6 times per week per station. Total times per station 168 @ \$17.00	17,136.00
Group "S" - 2-20 second spot announcements per day per station. Total times per station 340 @ \$2.25	4,590.00
Group "S" - 1-60 second spot announcement per day per station. Total times per station 168 @ \$3.25	3,276.00
Group "C" - 1-15 minute sports commentary per week per station. Total times per station 28 @ \$12.00	2,016.00
Group "N" - 1-5 minute sports summary per day per station. Total times per station 170 @ \$5.75	5,865.00
Group "N" - 1-5 minute United Press News broadcast per day per station. Total times per station 170 @ \$5.75	5,865.00
Group "T" - 5 time tones aired nightly Sunday through Friday at 8, 9, 10, 11, 12 P.M. Total times per station 840 @ \$4.00	5,040.00

*Total costs above represent total number of times per station X rate X number of stations (6)

*All total costs subject to 7½% group discount and 15% agency discount (See rate card)

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF THE HISTORY OF ARTS

1902

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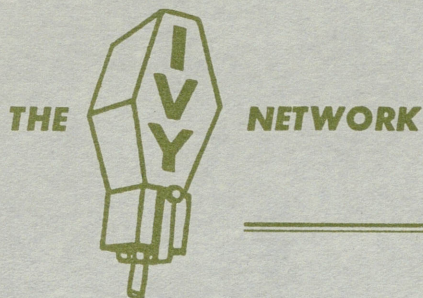
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Following is a list of current and past sponsors who have purchased time on the Ivy Network (all stations or a smaller group of its stations). Some of the advertisers below use the Ivy Network on a seasonal or short term basis, i.e., first 2 to 4 weeks of school year; prior to holidays, or special promotional campaigns, whereas some use the network for a full year's broadcasting and still others on a monthly basis as a springboard for larger national campaigns.

Atlantic Refining Co.
Biltmore Hotel
Bond Street Tobacco
Brooks Bros.
Budweiser Beer
Ford Motor Company
Frank Lee Hat Co.
General Electric Co.
General Ice Cream Corp.
Gruen Watch Co.
Hood Rubber Co.
Lanvin Perfumes
Loew's Theaters
Marlin Firearms Co.

Newsweek Magazine
New York Herald Tribune
New York Times
P. Lorillard Co.
Paramount Theaters
Philip Morris & Co.
Puerto Rico Chamber of Commerce
RCA Victor
Railway Express Agency
Rexall Drug Co.
Saks Fifth Avenue
Schlitz Beer
Time, Inc.
U.S. Army, Navy, & Air Force
Western Union Co.

In addition to national sponsors each individual station has a list of steady campus area advertisers, the majority of which have been yearly sponsors since the early days of college radio at these schools.

